

**How to
choose
a new
Polaroid
Land
Camera**



**Latest Information on
Polaroid Color Film**



Which camera should I choose?

There are five Polaroid Land Camera models, each with different capabilities, each with a different price. They are (in the order of their cost) the J33, the J66, the 850, the 900 and the 110B. All will make beautiful pictures in 10 seconds. How to choose the best model?

First, what kind of photographer are you? Do you want to make snapshots as quickly and easily as possible? The electric eye J33 or the J66 are probably for you. Do you want the simplicity of electric eye operation with greater range and versatility? The 850 or the 900 may be your choice. Do you want to share the professional's full range of manual controls of aperture and shutter speed? The 110B is your camera. Decide how you want to make pictures, then choose the Land Camera model that fits your needs. A fuller description of each one follows.

Will these cameras take color film?

All of the cameras described in this booklet will make beautiful color pictures when the new Land Color film is available. As with black and white film, each model has different capabilities. In general, the less expensive models offer greater ease of operation and the more expensive models a wider range of color picture possibilities.

When will color be available?

Our present plan is to introduce color in the continental United States in January 1963, with a possible earlier startup outside that area. As you might expect, with several million Polaroid Land Cameras already in use, the new color film will be in short supply when it is first put on the market. It will go on sale in a group of states and each succeeding month additional states will be added. We believe our production buildup rate will be such that by late spring color film will be generally available.

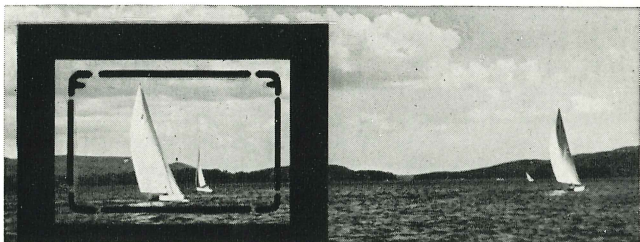


This is the J66

Who'd have thought that picture-taking could be this easy? The Polaroid J66 Electric Eye Camera costs about the same as the first Land Camera model introduced 14 years ago. And it makes the same large $3\frac{1}{4}'' \times 4\frac{1}{4}''$ pictures — but with what a difference!

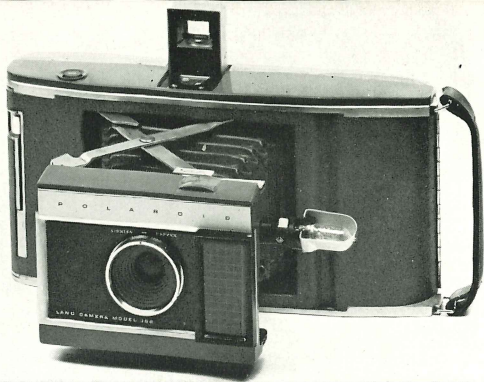
The camera does the work. You just call your shots. An electric eye chooses the correct exposure outdoors. You don't even have to focus. You don't need an expensive light meter. The flashgun is built-in, too. And your black and white picture is ready in just 10 seconds.

Women especially appreciate the simplicity of the J66. The moment you open the camera you are ready to take a picture in any kind of lighting: bright sunlight, shadow, almost dark. Forget about painstaking focusing. Everything in your picture is sharp from 5 feet to miles away. And if you want to take professional looking close-ups — as close as 36 inches — move the shutter to the portrait position and you are ready to snap the picture.



The viewfinder

It is easy to find a good picture with this simple viewfinder. There are no knobs to turn or adjust. You just look through the large opening. Your picture is brightly outlined in a frame of light. You get exactly what you see.



Built-in flashgun

Pictures at night are easy to snap with the J66. A small flashgun is built right into the front of the camera. It uses tiny AG-1 bulbs, the smallest, least expensive made. The flashgun projects gentle bounce lighting off the ceiling. Twist the flashgun and you can also make direct flash pictures as far as 30 feet away. When do you need to use a bulb? The camera will signal you when a flashbulb is required.

10-second pictures

It's easy to see how much 10-second pictures add to the fun of photography, but there are other advantages as well. Every picture you make with the J66 (and all the other Land Camera models as well) teaches you to be a better photographer. You see your mistakes on the spot and correct them with the very next shot. It's hard to remember what you did wrong when you see pictures a week after you took them. It's easy to learn when you can look at the picture in a few seconds with the subject still in front of you. And they are economical too. You can take just one picture and have it on the spot. You don't have to use up a whole roll of film to get one special picture as you often do with conventional cameras.

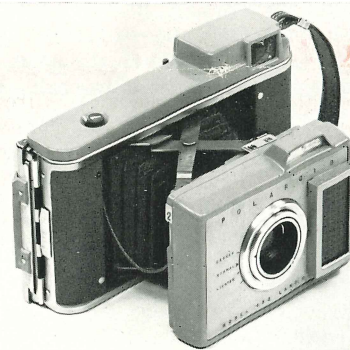
Additional features

- Die-cast aluminum body, chromium plated
- Covered with tough, handsome, leather-grained vinyl
- All exposed metal parts stainless steel or chromium plated
- Shutter speeds up to 1/500th of a second in bright sunlight (using 3000 speed film)



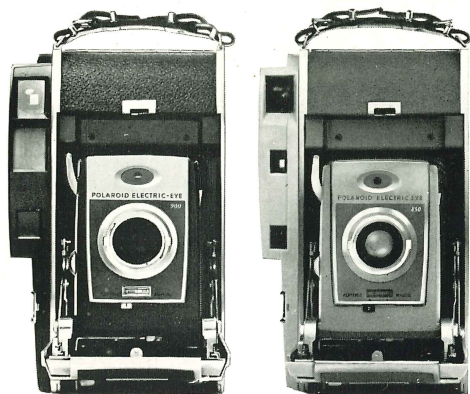
The J33

The Model J33 has all the automatic features of the J66 (described earlier), but makes a smaller $2\frac{1}{2}'' \times 3\frac{1}{4}''$ picture. The J33 is only $7\frac{1}{2}''$ long and weighs only $2\frac{3}{4}$ pounds. It is the smallest and most economical of the Polaroid Land Cameras, and the film cost is also proportionately lower. It makes wallet-sized pictures of the same high quality as the larger models.



Color pictures with the J66 and the J33

Both of these automatic cameras will make excellent color pictures outdoors in the sunshine and on bright cloudy days. For outdoor pictures, shutter speeds will be slower than with 3000 speed film which means the user will have to hold his camera more carefully than with black and white film. For indoor pictures he will use direct flash with an accessory extra-range flash reflector that uses an inexpensive M-3 bulb. This reflector fits right over the regular flashgun. It comes packed with a filter that covers the electric eye to set it for the speed of color film. Together, these items will sell for less than \$5.



The deluxe automatics—the 900 and 850

No other electric eye camera made can match the range of automatic operation offered by these two Polaroid Land Cameras. You can take pictures in almost any daylight situation — sunlight, deep shade, early morning or late evening light — without worrying about lens or shutter settings.

A radically new electric eye (located in the tiny oval opening above the lens) is the nerve center of the camera. It “sees” accurately to control both the lens opening and shutter speed over a full range of picture taking situations.

Pictures indoors without flashbulbs

Take this camera indoors, loaded with 3000 speed black and white film. Clip on the Polaroid wink-light, a compact automatic fill-light that winks 1000 times on a single battery and bulb. Then take pictures. Indoors in daylight the eye sets the exact exposure and the wink-light erases shadows. Even at night, the eye adjusts the camera for the low light level and the wink-light fills in the harsh shadows on the side of the subject's face which is away from table and floor lamps.

Many, if not most, of the pictures you want are indoor shots and this camera makes them as easy to take as snapping pictures in the sunshine.

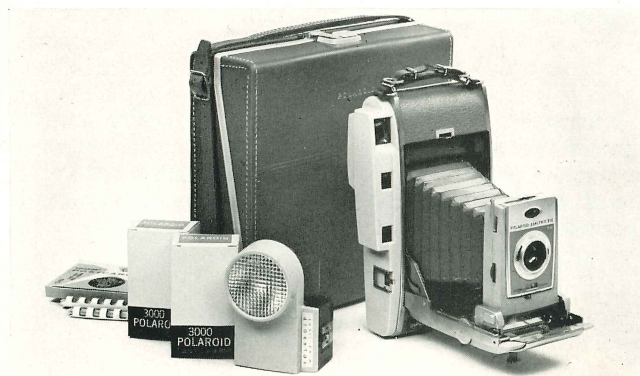
The Model 900 is the deluxe Polaroid Electric Eye Land Camera. It features a single-window viewfinder that includes: (1) a viewing window that is large enough for anyone's eye, even with glasses; (2) automatic correction for parallax; (3) an illuminated frame around the scene that shows exactly what you will get in your finished picture.

The 850

The 850 incorporates all the *automatic* features of the Model 900. Rather than the single-window system, however, it has a coupled rangefinder with separate windows for range and viewfinding.

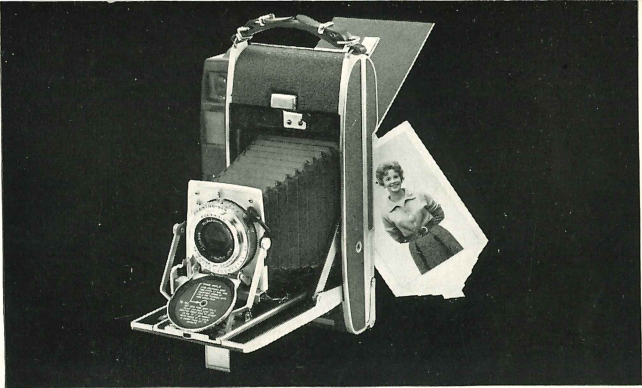
Color pictures with the 900 and 850

These cameras will make superb color pictures practically anywhere, even in deep shade, on dark overcast days or late in the day. The film speed is dialed directly into the shutter and the electric eye takes over exposure calculation. Indoors, a tiny flash adapter for the wink-light that uses the AG-1 bulb provides sufficient direct flash for pictures up to 12 feet away.



Complete kits

All the Land Camera models are available in factory-packed kits that include the camera, a slim-line carrying case, film and flashbulbs. The fitted case is a good investment because of its convenience and protection.



Professional versatility — the 110B

This is the Land Camera for the professional or the skilled amateur who wants complete versatility. Not an electric eye camera, it is designed for the photographer who wants to create his own pictorial effects through the skillful use of individually-selected lens and shutter settings. The large German-made four-element lens has apertures from f/4.7 to f/45 plus a lens cap aperture of f/90 that provides extreme depth-of-field — from 20" to infinity. The Prontor shutter has speeds which range from one second to 1/300th second and bulb. Other features include a 10-second delay self-timer, full synchronization for flash, an electronic flash connector, an EV number interlock system, the same superb projected-frame viewfinder as the Model 900, and a coupled rangefinder with the focusing knob on the camera bed. It uses large-size film (3¼" x 4¼" picture).

Color pictures with the 110B

Because of the size of its lens (f/4.7), this camera offers maximum capability with color film. You can make fast-action shots with the high-speed shutter, or "stop down" to tiny apertures and make color pictures with enormous depth-of-field.

You'll be able to get pictures in many difficult lighting situations where other cameras would not have the range — dusk, very deep shade, sunlit interiors. You even can use bounce flash instead of direct flash in many rooms.